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Mondelēz International Introduces *belVita* Breakfast Biscuits in China

- *belVita* brings nutrition, taste and convenience to Chinese breakfast tables
- Launch supports the company's strategy to accelerate growth by expanding proven innovation platforms in key markets

SHANGHAI, Oct. 14, 2015 (GLOBE NEWSWIRE) -- Mondelēz International (NASDAQ:MDLZ) announced the launch of *belVita* breakfast biscuits in China, following its successful rollout in more than 50 markets around the world. Mondelēz International is already the No. 1 biscuit maker in China with beloved brands such as *Oreo*, *Chips Ahoy!* and *TUC*. Leveraging consumer snacking trends around health and nutrition, the company is now bringing the very first breakfast biscuits to China.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/e140ce87-724f-4ea6-9079-a22a6e2fd567>

belVita has been one of the company's most successful innovation platforms. Born in France as *Petit Déjeuner*, the company launched the *belVita* brand in 2010 and has quickly expanded throughout Europe, Brazil, North America and Australia. Today, *belVita* is available in 54 countries and has become a global breakfast icon, generating over \$600 million in revenues in 2014.

"Consumers in both developed and emerging markets are increasingly interested in health and nutrition for themselves and for their families," said Mark Clouse, EVP and Chief Growth Officer. "We're tapping into this trend and are determined to become the global leader in well-being snacks. Our goal is to have 50 percent of our portfolio in the well-being space by 2020, up from more than a third of total revenue today."

"As the market leader in biscuits, we want to make the biscuit category relevant to people who have health and wellness in mind. That's why we're bringing *belVita*, an entirely new global category, to China," said Stephen Maher, President of Mondelēz China. "As more Chinese are shifting to modern breakfast options, we believe *belVita* breakfast biscuits offer a compelling benefit — nutrition, taste and convenience, delivering vitality throughout the morning."

belVita breakfast biscuits have been developed with a strict nutrition charter. All *belVita* biscuit products contain at least 50 percent wholegrain cereals, a minimum of 55 percent of energy from available carbohydrates, have a significant source of micronutrients and at least 3g of fiber per 100g serving. Thanks to their special baking process, *belVita* breakfast biscuits slowly release carbohydrates over a period of four hours. When eaten as part of a balanced breakfast, *belVita* biscuits provide sustained energy to start the day.

belVita breakfast biscuits are available in three flavors in China: milk & cereal, nuts & honey and mixed berry. For more facts on *belVita* breakfast biscuits, please visit our website [here](#).

About z China

Headquartered in Shanghai, Mondelēz China is a leading company in the snacks business, including biscuits, candy & gum, and beverages. With more than 6,600 employees, Mondelēz China has seven manufacturing plants in Beijing, Suzhou, Shanghai, Guangzhou and Jiangmen. The company's Chinese name Yi Zi (滋) represents Mondelēz China's vision to bring an abundance of deliciousness to consumers. Official website: www.mdlz.cn; Weibo: www.weibo.com/mdlzchina.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ:MDLZ) is a global snacking powerhouse, with pro forma 2014 revenue of more than \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as *OREO*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum and *Tang* powdered beverages. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).

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